









Commuter **Assistance Program Grant Workshop**

FY24 CAP Grant Opportunities Overview

November 15, 2022







Webinar Instructions

- All participants are in listen only mode.
- Question/Answer breaks will be offered at key points in the webinar.
- There will also be a Q/A session at the end of the presentation.
- To ask questions:
 - Submit questions via the Questions/Chat function
 - Utilize "Raise Hand" function located on the GoToWebinar control panel.
 - DRPT Moderator will verbally recognize you and unmute your microphone.
- DRPT will post webinar recording on our Commuter Programs webpage at: http://www.drpt.virginia.gov/commuter-programs/grants/

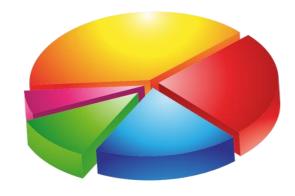
Agenda

- 1. Funding
- 2. Special Projects
- 3. Commuter Assistance Program Overview
- 4. CAP Operating Assistance
- 5. CAP Project Assistance
- 6. Expense Category Guidance
- 7. Accessing OLGA
- 8. Key Dates
- 9. Resources
- 10. Conclusion

Funding

 CAP funding is part of the Special Projects funding from 3% of the Mass Transit Fund.

Special Projects include three other grant programs.



Special Programs







Special Programs

- 1. Workforce Development Grant Program (Rebrand of Public Transportation Intern Program)
- 2. Technical Assistance
- 3. Demonstration Project Assistance

Workforce Development Grant Program



- Supports the hiring of apprentices who are interested in pursuing careers in public transportation
- Agencies are encouraged to gear apprenticeships toward any facet of the public transportation industry and may focus programs on the operations side of the public transit agency to demonstrate potential career tracks for future mechanics, operators, dispatchers, and operations supervisors.
- Match Rates: 80% State and 20% Local match
- Eligible applicants:
 - Transit agencies, local governments, public service corporations, PDCs, MPOs, human service agencies involved in rural transit, commuter assistance program operators
- Eligible expenses: Wages, fringe benefits, training (may include CDL or other appropriate certifications), travel

Workforce Development Grant Program

Prioritization Methodology

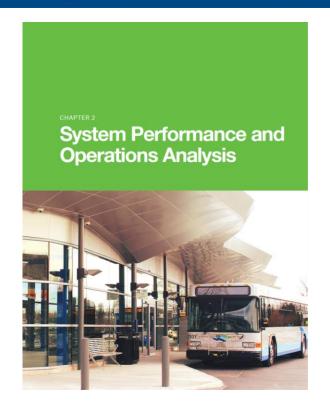
Required submission of a quarterly report to assigned DRPT Program Manager

Apprentice must submit a written report to DRPT following the conclusion of the

apprenticeship

Category	Points
Project Scope	5
Apprentice Work Plan	10
Technical Capacity	5
Monitor and Evaluation Plan	5
Total Points Possible	25

Technical Assistance



- Supports a variety of planning related activities
 - Studies, plans, technical evaluations
 - Feasibility studies for major capital projects and innovation
 - Support of federal requirements (i.e. TAM and PTASP)
 - CAPSP and TDM plans, and TSP/TDP plans
- Match Rates: 50% State and 50% Local match
- Eligible applicants:
 - Transit agencies, local governments, public service corporations, PDCs, MPOs, human service agencies involved in rural transit, commuter assistance program operators
- Applications must clearly demonstrate how resources will benefit transit

Technical Assistance

- Prioritization Methodology
 - New scoring rubric added since the FY21 grant cycle
 - Update program description and eligible activities

Category	Points
Project Justification and	5
Planning	
Scope	10
Technical Capacity	3
Budget	4
Schedule and Timeline	3
Total Points Possible	25

Demonstration Project Assistance



- Support and incentivize implementation of new transit services and test innovative and nontraditional public transportation solutions
- Reduce financial risk and fill funding gaps for projects and activities not directly suited for other State and Federal funding programs
- 12-18 month timeframe for projects
- Match Rates: 80% State and 20% Local Match
- Eligible applicants:
 - Transit agencies, local governments, PDCs, MPOs

Demonstration Project Assistance

Type 1: New Service

- Areas or markets not currently served by public transportation or additional connections to areas currently served
- Feasibility or other suitable document
- Not for replacing discontinued routes
- Not for traditional public transit services eligible for funding through other state and federal programs

Type 2: Innovation and Technology

- Test "proof of concept" for new technologies used in public transportation services
- Not for technological solutions that have been deployed for years and have proven effectiveness
- Projects in both areas currently served and not served by public transportation

Demonstration Project Assistance

- Prioritization Methodology
 - Project readiness and eligibility defined for each project type
 - Technical Assistance encouraged as initial step for Demonstration projects
 - Local or regional commitment letter for grant match funds

Category	Points
Project Scope	15
Performance Measures	10
Project Readiness & Eligibility	5
Technical Capacity	15
Local and Regional Support	5
Total Points Possible	50

Commuter Assistance Program Overview



CAP Grant Program Overview



CAP consists of two grant programs

- CAP Operating Assistance
 - CAP Project Assistance

Funding & Match Ratios: State 80%; Local Match: 20%

CAP Grant Program Purpose

To make sound investments in programs and projects that are both efficient and effective at:



Mitigating congestion



Reducing single occupant vehicle trips



Reducing vehicle miles traveled



Increase the use of transit, vanpool, and carpool



CAP Operating & Project Assistance Applications



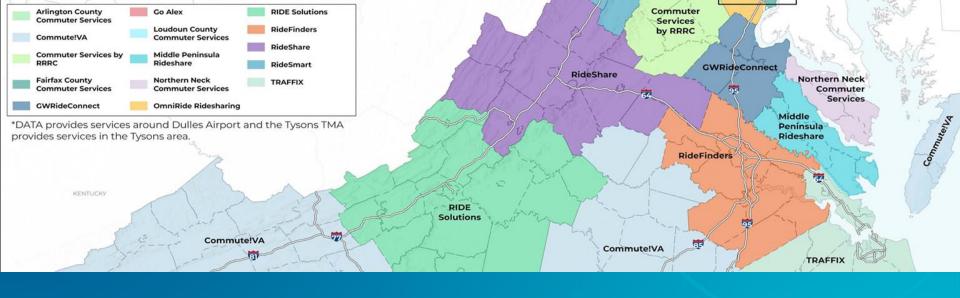
- Two parts to the application
 - 1) OLGA application
 - 2) Supplemental Application (Download from OLGA)
- Supplemental Application provides more details
- Attach the Supplemental Application to the OLGA application
- Keep Supplemental Application in Adobe format
- An application is not complete without the Supplemental Application
- More detailed information in the Blue Book

General Application Review and Scoring

- All applications go through multiple reviews at DRPT.
- There is specific scoring for each application type.
- Is this a smart investment for the Commonwealth?
- Are the expected results and outcomes realistic and meets the goals of DRPT and the CAP program?
- DRPT staff will contact you if we need more information or clarification regarding your application.

CAP Operating Assistance





Eligible Applicants

- Agencies that operate existing commuter assistance programs.
- Organizations seeking to establish a new commuter assistance program should contact a DRPT Program Manager to discuss the requirements of establishing a commuter assistance program before applying for grant funding.

CAP Operating Assistance - Overview

Supports

- Commuter Assistance Program operations
- Ridematching services
- Commuter assistance website and phone numbers
- Guaranteed/Emergency Ride Home programs
- Marketing and promotion of carpooling, vanpooling and transit



CAP Operating Assistance - Overview

Goal and Objective

- Reduce SOV trips by shifting them to carpool, vanpool, and transit.
- Increase in the number of commuters in the state supported ridematching systems.



Change in Commuting Patterns

- Higher level of telework than pre-pandemic
- Commuting peak times have changed
- Employer office operations have changed



Programs and marketing must be adapted to current conditions.

CAP Operating Application Guidance

Program Description

A description that details the operations of the commuter assistance program for which the grant funds will be used.

Include specifics on what services are provided, how the public receives the services, what ridematching system is used and how it is used, how the public learns about the program, and any other grant funded components of the program.

CAP Operating Application Guidance

Program Description (Example)

This grant will support the following components of [name of commuter assistance program] 1) Ridematching services through the program's website and mobile app; 2) Program staff's direct contact with commuters to form carpools and vanpools; 3) Marketing of carpool, vanpool, transit, and program's ridematching and rewards services; and 4) Operations of a guaranteed ride home service.

CAP Operating Application Guidance

Program Justification

Enter a detailed explanation of the purpose of the program, why it is needed or what problem it will solve. Also explain how the program is connected with agency or regional plans.

Example

The purpose of this program is to encourage more commuters in our service area encourage the public to seek their commute options and put more commuters in carpools, and reduce the number of commutes to work done by people driving alone.

CAP Operating Supplemental Application

Additional Application Details in Supplemental Application

- Service Area
- Public Access to Program
- Goals and Objectives
 - Ridematch requests
- Program Operations
 - Ridematching (system used)
 - Follow Up with Commuters
 - Database Maintenance
- Marketing and Measurement (NEW spreadsheet!)

- Promotional Events
 - List events
 - Justify promo items
- Guaranteed/Emergency Ride Home Program (only if operating through grant)
- Program Staff & Contractors
 - Staff
 - Contractor Work
- Financial Statement

Supplemental Application Guidance

Describe how ridematching applicants will be followed up?

(Include how commuters will be contacted, how often they are contacted, what questions are asked of the commuter, and what information is provided.)

Example

Commuter inquiries are follow-up by phone at 1 month and 6 months post inquiry to gather information on commute mode and if they used the information they received to make a mode choice. Commuters are offered additional information.

CAP Operating Marketing Guidance

NEW APPLICATION REQUIREMENT

Marketing Spreadsheet

Use the provided Excel spreadsheet to enter details regarding the marketing and promotions that will be conducted.

Attach the completed spreadsheet to the application in OLGA.

Marketing Spreadsheet

Dates of Campaign/Event	Description	Purpose	Target Audience	Specific Messaging
Ongoing /Recurring Campaig	ns			
Ongoing	Facebook Posts	To keep followers engaged with the Rideshare Facebook page; to promote upcoming campaigns; and to share important information about alternative transportation services	Current and potential commuters	Messaging will change from month to month. Messaging related to specific campaigns will be aligned with the advertising messages for those campaigns listed herein
Ongoing	Paid Facebook Advertisements	To keep followers engaged with the Rideshare Facebook page; to promote upcoming campaigns; and to share important information about alternative transportation services.	Current and potential commuters	Messaging will change from month to month. Messaging related to specific campaigns will be aligned with the advertising messages for those campaigns listed herein

Marketing Spreadsheet

Call to Action	Materials & Advertising Media	How marketing items will be created	Ad placement	Approximate Cost	How will each marketing campaign measured for success? What metric will be used and evaluated for success?	For Contests and Challenges only - Description and value of all prizes
Varies from month to month, depends on which marketing campaign the posts are related to.	Digital posts (graphic and text)	In house using Adobe InDesign and Canva; also will use media created by DRPT that is shared with agencies	Non-paid posts on Facebook	N/A - Regular Facebook posts do not have a cost associated with them	We will use an email advertisement and measure the number of people who open the email compared to the total number of people we send it to. Our open rates will increase by creating an attractive subject line, emailing at an appropriate time and having a strongly segmented recipient list to ensure relevancy.	N/A
Varies from month to month, depends on which marketing campaign the posts are related to.	Digital posts (graphic and text)	In house using Adobe InDesign and Canva; also will use media created by DRPT that is shared with agencies	Digital ads on Facebook.	\$ 175		N/A

Marketing Campaigns/Initiatives - completed for each month Contests and Challenges - for each contest and challenge

CAP Budget Detail

Otner:		\$0	Source:		
Revenues					
Total Reven To be generated directly or indirectly b prog			\$0		
Operating Expenses					
Expense Item	Account	Amount	List of Expenses	Delete	Modify
Dues & Subscriptions	2380	\$2,000	ACT Organizational Membership: \$575 VTA Membership: \$600 Commuter Connections Ridematching System: \$1,200	â	
Guaranteed/Emergency Ride Trips	2631	\$1,000	GRH trips: 20 trips	ŵ	
Salaries and Wages	2110	\$75,000	Jane Smith full-time 100%: \$60,000 John Doe parl-time 25%: \$15,000	ŵ	
	Total:	\$78,000			
Add Expense Item					
Requested Grant Amo	ount: \$62,40	0			
Local Match Requ	ired: \$15,60	0			

Budget Detail Sample - OLGA

Operating Expenses

Expense Item	Account	Amount	List of Expenses
Advertising & Promotion Media	2360	\$3,200	 Facebook "Boost" post feature - \$200. Opportunities to promote the RIDE Solutions brand by posting print advertisements on buses - \$1,000. Possible opportunities to advertise via digital and TV media - \$1,500 Other opportunities - \$500
Dues & Subscriptions	2380	\$1,100	1) ACT annual funding - \$600 2) Funding to participate in career fairs - \$500
Education & Training	2130		1) ACT International Conference, Chicago - \$900 2) ACT TDM Forum - \$600 3) Commuter Choice Certificate training - \$250
Fringe Benefits	2120	\$11,543	
Guaranteed/Emergency Ride Trips	2631	\$100	
Incentives for Carpool	2750	\$300	1) \$100 for Bike Month/Bike to Work Week 2) \$100 for RIDE Smart Challenge 3) \$100 for employer tabling (sign-up) events

CAP Operating Application Scoring

Application Scoring

- New scoring rubric
- Scoring to emphasize results and cost effectiveness

Category	Points
Is Program Part of an Adopted Plan	5
Program Description	10
Marketing and Audience Description	10
Measurement of Marketing Success	10
Strategy for Increasing Ridematch Requests	10
Milestone/Event Descriptions	10
Staff Level and Work Tasks	10
Budget Detail	10
Cost Effectiveness	10
Total Points Possible	85

CAP Operating Application Evaluation

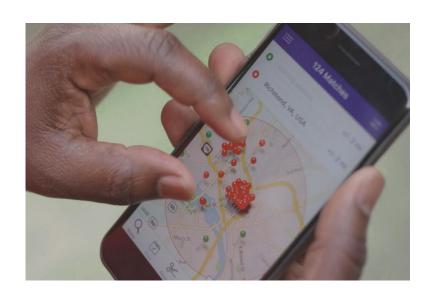
Evaluate the application and the applicant's ability to successfully administer the grant should it be awarded, and achieve the necessary results to make a good investment for the Commonwealth.

- The trend of the number of ridematching requests.
- The trend of SOV reductions.
- The trend of VMT reductions.
- The cost effectiveness trend to achieve the reductions of SOV and VMT and ridematch requests.
- The recent history of the applicant's ability to administer grants, which includes timeliness of reimbursement requests, current open and executed grants, and timeliness and accuracy of reporting to DRPT.

CAP Project Assistance



CAP Project Assistance



Overview

- Supports single occupant vehicle trip reduction projects
- Projects that achieve measurable congestion mitigation by reducing single occupant vehicle (SOV) trips through the elimination of SOV trips, and shifting SOV trips to carpool, vanpool, transit

CAP Project Assistance

Eligible Applicants

- Local governments
- Planning District Commissions
- Regional Commissions
- Metropolitan Planning Organizations
- Transportation Management Associations
- Public transit agencies
- Vanpool providers



CAP Project Assistance Eligible Project Types

Projects qualify as long as they achieve measurable reduction in SOV trips through the elimination of SOV trips, and shifting SOV trips to carpool, vanpool, transit

- Transit marketing projects
- Any project that meets the grant program goal and objectives
- Employer Trip Reduction
- Vanpool

CAP Project Guidance

There is a specific Supplemental Application (3 types) for each type of CAP Project application. Be sure to use the correct Supplemental Application.

Projects must be well thought out with details - not just an idea, but a fully scoped project.









CAP Project Application Guidance

Project Description

Must be complete and clearly shows:

- On what services and activities will the funds will be spent on?
- What services are provided with the grant?
- What activities will be implemented with the grant?
- How does the project serve the public?

Project Justification

Must be a detailed description of:

- What is the purpose of the project?
- What problem will it solve?

CAP Project Application Scoring

Application Evaluation

- Is program an efficient, effective investment for the Commonwealth?
- Make sure OLGA contact information is up to date
- Signed State Master Agreement
- Existing grants need to be up to date
- Signed project agreement
- Reimbursement requests are up to date

Category	Points
Project Description	10
Project Description/Purpose	10
Marketing and Audience Description (if applicable)	10
Measurement of Marketing (if applicable)	10
Milestone/Event Descriptions	10
Staff Level and Work Tasks (if applicable)	10
Budget Detail	10
Total Points Possible	70

Employer Trip Reduction Projects

Supports projects directed at private sector employers to achieve one or more of the of the following.

- Increase the number of employers providing commuter benefits for employees that use transit or vanpool to work
 Increase the number of employers regularly providing assistance to employees to use transit, carpool, and vanpool
 Increase the number of employees using transit, carpool, and vanpool

Employer Trip Reduction Projects

- Increase the number of private sector employers providing commuter benefits for employees that use transit and vanpool to get to work
- Increase the number of private sector employers providing assistance to employees for carpool and vanpool
- Increase the number of private sector employees using transit, carpool, and vanpool

Employer Levels for Measurement

LEVEL 1 (BRONZE)

Likely range of trip reduction 0% to 1%

- Expresses interest in telework, commuter benefits, or other TDM strategy
- Conducts an employee commute survey
- · Distributes commute options information to employees
- Posts commute options information on employee bulletin board, intranet sites, newsletter or e-mail

LEVEL 2 (SILVER)

Likely range of trip reduction:

0% to 3% without telework/compressed work schedules

0% to 9% with telework/compressed work schedules

Implements two or more of the following strategies:

- Installs a permanent display or brochure holders and stock with commute options information
- Installs electronic screens or desktop feed of real-time travel information for transit and/or other mode availability
- Provides preferential parking for carpools and vanpools
- Implements a telework program with 1-20% of employees participating
- Facilitates car/vanpool formation meetings
- · Hosts/sponsors a commute options day or transportation fair
- · Implements flextime or staggered work schedule
- Implements compressed workweek for 1-20% of employees
- Installs bicycle racks or lockers
- Installs shower facilities for bicyclists and walkers
- Establishes an Employee Transportation Coordinator (ETC) who regularly provides commute options information to employees
- · Provides on-site ridematching
- · Supplements GRH program with payment for additional trips or own program

Employer Levels for Measurement

LEVEL 3 (GOLD)

Likely range of trip reduction:

2% to 5% without financial incentive/disincentive, telework/compressed work schedules

5% to 20% with financial incentive/disincentive, telework/compressed work schedules

Implements at least one of the following (in addition to the two or more Level 2 strategies:

- Implements a telework program with more than 20% of employees participating
- Implements compressed work week for 21%+ of employees
- Implements a transit/vanpool benefit or parking "cash out" program
- Implements a carpool/bicycle/walk benefit
- Provides free or significantly reduced fee parking for carpools and vanpools (valid only for companies where employees pay for parking)
- Implements a parking fee (valid only for companies that previously did not charge for parking)
- Provides employee shuttle service to transit stations
- Provides company vanpools for employees' commute to work
- Implements a comprehensive bicycle/walking program (includes installation of showers bicycle racks/lockers, and financial incentives for bicycling and/or walking to work)

LEVEL 4 (PLATINUM)

Likely range of trip reduction:

2% to 8% without financial incentive, telework/compressed work schedules

5% to 30% with financial incentive, telework/compressed work schedules

Implements two or more of the Level 3 TDM programs (in addition to the 2 or more Level 2 strategies) and actively promotes these programs and non-single occupant vehicle commuting

Employer Trip Reduction Project Scoring Criteria

Category	Points
Project Description	5
Project Justification/Purpose	5
Goals and Objectives	10
Sales Operations	10
Performance Measurement and Reporting	10
Staff Level and Work Tasks	10
Budget Detail	10
Cost Effectiveness	10
Total Points Possible	70

Points of Emphasis

- This is a sales focused project
- Proactive outreach to employers and their contacts required
- Primary objective is to convince employers to implement some kind of transit and/or vanpool benefit

Supplemental Application

Additional Details in Employer Trip Reduction Supplemental Application

- Service Area
- Public Access to Program
- Goals
 - New commuter benefit programs
- Program Operations
 - Selling transit benefits
- Baseline Data
 - Starting point for program

- Targets and Goals?
 - Builds off of baseline data
- Direct Outreach to Employers
- Incentives and Financial Assistance
- Program Staff & Contractors
 - Staff
 - Contractor Work

Vanpool Projects

Supports vanpool projects that increase vanpooling by doing one or more of the following.

- Form new vanpools leading to the increase in the total number of vanpools in Virginia.
- Increase vanpool ridership
- Provide assistance to start new vanpool
- Provide assistance to help existing vanpool that need riders

Vanpools Projects

Pay-for-Performance

- Performance-based project
 - Applicant is incentivized and rewarded for achieving results



- Examples
 - DRPT agrees to pay the applicant a fixed monthly payment over a defined period for each new vanpool started by the application, where the majority of riders have not been in a vanpool.
 - DRPT pays a certain amount to the applicant for each new vanpool rider

Vanpools Projects (continued)

Vanpool Data Collection and Reporting Project

- A vanpool project that results in the collection of vanpool data, entering that data in NTD and using the additional FTA funds, or an equal amount of funding from another source, to sustain the vanpool project.
 - Monthly stipends to a vanpool provider in return for NTD eligible vanpool data.
 - A NTD reporting agency (typically a transit agency that is currently reporting transit data in the NTD) enters the vanpool data into NTD.
 - Tracking of monthly stipend payments for each vanpool.

Vanpools Projects (continued)

Vanpool Data Collection and Reporting Project

- A plan, with partnering agency approval, to continue the monthly stipend payments after the FTA federal funds are realized from vanpool reporting.
- 24 month lag between when the vanpool data is reported in NTD to when federal funds front he vanpool data reporting is received.
- Plan needs to address the use of additional federal funds, and how the monthly stipends will be continued after the 24 months.

Vanpool Projects Scoring

Category	Points
Project Description	10
Financial Assistance and Incentives (if applicable)	10
Performance Measurement and Reporting	10
Staff Level and Work Tasks (if applicable)	10
Budget Detail	10
Cost Effectiveness	10
Total Points Possible	60

CAP Application Expense Category Guidance



Expense Item Help Document





Expense Item Help Document

The purpose of this help document is to provide guidance on what Expense Item categories should be used for specific expenses in grant applications for the Commuter Assistance Program (CAP) Operating Assistance and CAP Project Assistance grant programs.

Not every expense item category is listed below. Only the most commonly used expense item categories are shown.

Please contact a DRPT Program Manager with questions and if an expense is not covered by one of the categories below.

EXPENSE ITEM	DESCRIPTION, ALLOWABLE CHARGES & WHAT TO INCLUDE IN SUPPLEMENTAL APPLICATION
Salaries and Wages	The salaries and wages of program/project staff, (for time and part-time) to be charged to the grant.
	Include a list ALL staff titles that will be charged to the grant and the percentage of time to be charged and total hours to be charged.
	Do not use the Salaries and Wages category for

Expense Item Reminders and Guidance

- Salaries and Wages
 - For all staff that will charge time to the grant.
 - Do not include Fringe Benefits, indirect costs.
- Travel
 - Milage, airfare, lodging, parking, baggage fees, ground transportation, and per diem.
 - Do not include registration fees for conferences or workshops.
- Education and Training
 - Fees and registration costs for courses and conferences.
 - Do not include costs for travel and lodging.
- Dues and Subscriptions
 - Commuter Connections membership.
 - DRPT approved association membership.
 - DRPT approved Chamber of Commerce membership.
 - Software licensing or user fees.
 - Do not include recurring expenses such as leases.

Expense Item Reminders and Guidance

- Promotional Items
 - Justify the need and quantities
 - Number of events and distribution amounts
 - Cannot exceed \$5 per unit
- Advertising and Promotion Media
 - Ad placement or social media boosts
 - Sponsorships
 - Event table/booth fees
- Professional Services
 - Contractor hours only, including design

Guidance on Incentives

- Meet with a DRPT Program Manager to discuss before submitting application.
- Use existing incentives and rewards.
- Justification needed for anything new to market.
- Incentive participants need to invest something! Time, money, etc.
- Build in time to evaluate.
- How will incentive change travel behavior?

Accessing OLGA, Key Dates & Resources



Things to Know for OLGA and Agreements

- An agency must have an OLGA account with a Master User established.
- New OLGA accounts can be requested at the OLGA main page.
- An agency must have a signed Master Agreement with DRPT before they can receive a project agreement to implement the grant project.

DRPT Website & OLGA Link



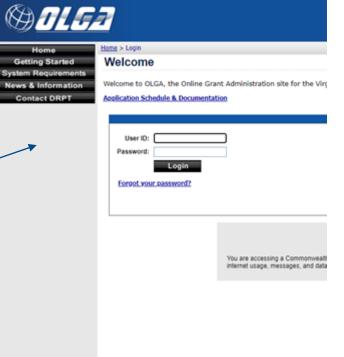


Connecting the Commonwealth

DRPT's mission is to connect and improve the quality of life for all Virginians with innovative transportation solutions. We are the Commonwealth's advocate for

DRPT Website & OLGA Link





Home . Ongoing Grant Programs . OLGA

What is OLGA?

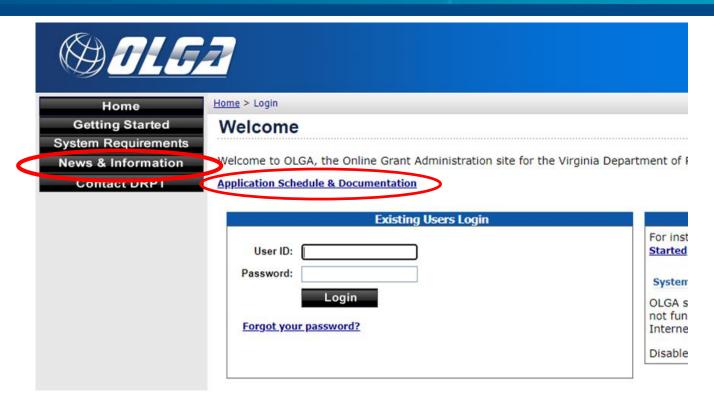
OLGA is the Online Grant Administration website for DRPT. Applications for funding for all of DRPT's grant programs must be submitted through OLGA.

DRPT will not accept applications in any other manner than through oc.GA.
Organizations eligible to receive funding must set up an accept and designate
a Master User prior to submitting an application. Application account can be set up
at any time of the year, and it is recommended that new applicants set up an
OLGA account prior to the start of the grant application period.

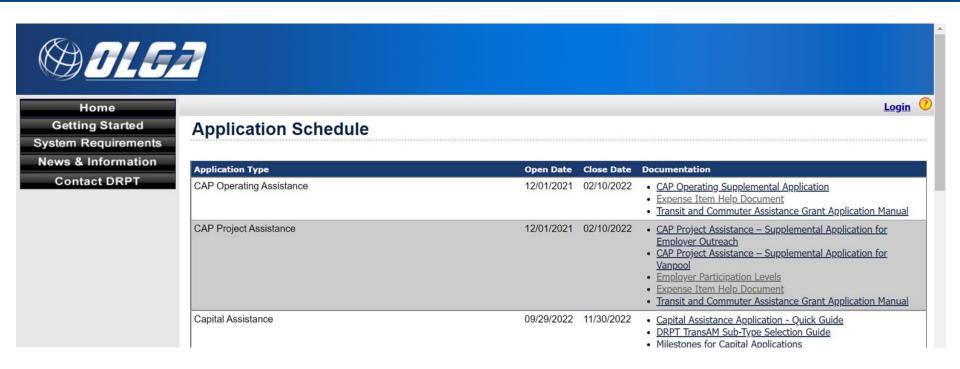
OLGA Website [2



OLGA



OLGA Application Documents



Key Dates

<u>Date</u> <u>Event</u>

December 1 Applications open in OLGA

February 1 Last day to submit applications (May 1 for

5303)

February – April Application review and SYIP development

April Draft SYIP presented to CTB

April/May SYIP Public hearings

June Final SYIP approved by CTB

June/July DRPT Develops and executes grant agreements

July 1 FY24 begins, grant funding awarded becomes

available



Resources and Guidance

- Transit and Commuter Assistance Grant Application Manual (Blue Book) – read this!
- Expense Item Help Document
- Employer Participation Levels
- Talk to your DRPT program manager they are your best resource for assistance with your application!

Resources and Guidance

Contact your DRPT program manager:

- Gabe Ortiz: Commuter Programs Manager Northern Virginia, 703-995-0531, gabriel.ortiz@drpt.virginia.gov
- Kathy Molin: Commuter Programs Manager Central, Middle Peninsula,
 Northern Neck, Southwest, 804-786-7780, katherine.molin@drpt.virginia.gov
- Chris Arabia: Manager of Statewide Commuter Programs, 804-786-1059, <u>christopher.arabia@drpt.virginia.gov</u>

Commuter Assistance Program Grant Workshop



